6. METHODOLOGY

Primary data: The Primary data is collected from the farmers, traders, commission agents, officials and from the public residing in the area Agriculture Produce Marketing Committee of Bengaluru Rural District by circulating a questioneer. The questioneer consist is of both open ended and closed ended questions to elicit the answers from the sample population.

Secondary data: The secondary data is collected from the annual reports of the APMC's situated in the Bengaluru Rural Districts. The secondary data is collected from the published material form the State Agriculture Marketing Board. The data is also collected form the websites of the state government and other agencies who are the stakeholder in the activities of the APMC's.

Sample Size: The sample size comprises of 500 farmers, 100 traders, 50 commission agents, 50 officials and 500 general public selected on the basis of structured random size. Thus, 1200 persons will be participating in this research program from the four tehasils of Bengaluru Rural District only.

In this chapter it deals with methodology adopted to fulfil the various requirements of the present study on investigating the impact of IT in agricultural marketing on various trade related aspects and market functionaries in the APMCs of Bengaluru Rural District of the State of Karnataka. The study mainly focuses on assessing the impact of IT on agricultural marketing

on trade primarily arrival and prices and functioning of different stakeholders namely farmers, traders, commission agents, market officials and public. The area of research work for thisthesis comprises of 500 farmers, 100 traders, 50 commission agents, 50 government officials and 500 general public selected on the basis of structured random sampling. The scholarwill visit these APMC's and meet the farmers and other stakeholders and collect the data through a questioneer in consultation with the guide

7. WORK PLAN

Work plan for this research study is chaptalization of the final report is submitted in the following manner:

Chapter: 1 – Introduction

Chapter: 2- Literature review

Chapter: 3- Significance and rational of the study

Chapter: 4- Methodology

Chapter: 5- Results and Discussion

Chapter: 6- Conclusions and Suggestions

Chapter: 7- Recommendations and Delimitations

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